

ORDER



WAVY

Orders	Order / Rev:	197721
	Alt Order #:	06840627
	Product Desc:	8/11-8/17 R.N.C. IE
	Estimate:	2994
	Flight Dates:	08/11/12 - 08/17/12
	Original Date / Rev:	08/10/12 / 08/10/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	National Media
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/RNC IE
	Demographic:	A35-64
	Product Codes:	PL2
	Priority:	P3
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	56	\$45,350.00	\$38,547.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$45,350.00	\$38,547.50	0.00
Totals	56	\$45,350.00	\$38,547.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	52%	\$45,350.00
Market	100%	\$87,211.54

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$19,186.54
WTVZ	0%	\$0.00
WVBT	3%	\$2,616.35
WVEC	23%	\$20,058.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/16/12	08/16/12	Today Show M-F	CM	7a-9a	---T---	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
<div> <div>TODAY SHW</div> <div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 08/13/12</div> <div>08/19/12</div> <div>---T---</div> <div>1</div> <div>\$1,800.00</div> <div>0.00</div> </div> </div> </div>															
E 2	WAVY	08/12/12	08/12/12	WAVY Early Today News	CM	430-5a	-----S	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY News 430-5am															

Advertiser:	POL/RNC IE
Product Desc:	8/11-8/17 R.N.C. IE
Estimate:	2994

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S		1		\$200.00		0.00					
E 3	WAVY	08/13/12	08/13/12	WAVY Early Today New6M WAVY News 430-5am	CM	430-5a	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M-----		1		\$200.00		0.00					
E 4	WAVY	08/14/12	08/14/12	WAVY Early Today New6M WAVY News 430-5am	CM	430-5a	-T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-T-----		1		\$200.00		0.00					
E 5	WAVY	08/15/12	08/15/12	WAVY Early Today New6M WAVY News 430-5am	CM	430-5a	--W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--W----		1		\$200.00		0.00					
E 6	WAVY	08/16/12	08/16/12	WAVY Early Today New6M WAVY News 430-5am	CM	430-5a	---T---	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
WAVY NEWS-430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---T---		1		\$200.00		0.00					
E 7	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 6a CM WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
WAVY NWS SAT6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----S-		2		\$400.00		0.00					
E 9	WAVY	08/14/12	08/14/12	Hampton Roads Show CM Hampton Roads Show	CM	11a-12p	-T-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-T-----		1		\$150.00		0.00					
E 10	WAVY	08/16/12	08/16/12	Hampton Roads Show CM Hampton Roads Show	CM	11a-12p	---T---	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---T---		1		\$150.00		0.00					
E 11	WAVY	08/13/12	08/13/12	WAVY News 10 @ NoorCM News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M-----		1		\$250.00		0.00					
E 12	WAVY	08/14/12	08/14/12	WAVY News 10 @ NoorCM News 10 @ Noon	CM	12p-1p	-T-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-T-----		1		\$250.00		0.00					
E 13	WAVY	08/15/12	08/15/12	WAVY News 10 @ NoorCM News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--W----		1		\$250.00		0.00					
E 14	WAVY	08/16/12	08/16/12	WAVY News 10 @ NoorCM News 10 @ Noon	CM	12p-1p	---T---	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
WAVY NEWS10-NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---T---		1		\$250.00		0.00					
E 15	WAVY	08/17/12	08/17/12	WAVY News 10 @ NoorCM News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
WAVY NEWS10-NN															

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 Estimate: 2994
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WAVY	08/17/12	08/17/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p ---- F--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
WAVY NEWS10-NN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---- F--				1	\$250.00		0.00			
E 16	WAVY	08/13/12	08/13/12	Days of Our Lives Days of Our Lives	CM	1p-2p M-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS-OUR LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$350.00		0.00			
E 17	WAVY	08/14/12	08/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p -T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS-OUR LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$350.00		0.00			
E 18	WAVY	08/16/12	08/16/12	Days of Our Lives Days of Our Lives	CM	1p-2p ---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS-OUR LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$350.00		0.00			
E 19	WAVY	08/13/12	08/13/12	M-F 4-5p M-F 4-5p	CM	4p-5p M-----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
ANDERSON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$400.00		0.00			
E 20	WAVY	08/14/12	08/14/12	M-F 4-5p M-F 4-5p	CM	4p-5p -T-----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
ANDERSON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$400.00		0.00			
E 21	WAVY	08/15/12	08/15/12	M-F 4-5p M-F 4-5p	CM	4p-5p --W----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
ANDERSON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----				1	\$400.00		0.00			
E 22	WAVY	08/16/12	08/16/12	M-F 4-5p M-F 4-5p	CM	4p-5p ---T---	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
ANDERSON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$400.00		0.00			
E 23	WAVY	08/17/12	08/17/12	M-F 4-5p M-F 4-5p	CM	4p-5p ----F--	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
ANDERSON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$400.00		0.00			
E 24	WAVY	08/13/12	08/13/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
WAVY NEWS10-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,800.00		0.00			
E 25	WAVY	08/14/12	08/14/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p -T-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
WAVY NEWS10-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$1,800.00		0.00			
E 26	WAVY	08/15/12	08/15/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p --W----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
WAVY NEWS10-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----				1	\$1,800.00		0.00			
E 27	WAVY	08/16/12	08/16/12		CM	6p-630p ---T---	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00

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Advertiser: POL/RNC IE
 Product Desc: 8/11-8/17 R.N.C. IE
 Estimate: 2994
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @6p News 10 @6p														
WAVY NEWS10-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---T---				1	\$1,800.00		0.00			
E 28	WAVY	08/17/12	08/17/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p ----F--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
WAVY NEWS10-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	----F--				1	\$1,800.00		0.00			
E 29	WAVY	08/11/12	08/11/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NW10 SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-				1	\$500.00		0.00			
E 30	WAVY	08/12/12	08/12/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY NW10 SUN1														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S				1	\$500.00		0.00			
E 31	WAVY	08/14/12	08/14/12	M-F 7-730p M-F 7-730p	CM	7-730p -T-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$1,200.00		0.00			
E 32	WAVY	08/16/12	08/16/12	M-F 7-730p M-F 7-730p	CM	7-730p ---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---T---				1	\$1,200.00		0.00			
E 33	WAVY	08/13/12	08/13/12	Mon Prime Other 2 Monday 8-10op	CM	8-10p M-----	:30	3	\$1,400.00	P2	0.00	NM	3	\$4,200.00
STARS EARN STRIPES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----				3	\$1,400.00		0.00			
E 34	WAVY	08/11/12	08/11/12	Olympic Daytime WKND Olympic Daytime WKND	CM	Olympic Daytime V-----S-	:30	2	\$1,600.00	P1	0.00	NM	2	\$3,200.00
2012 SUMMER OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-				2	\$1,600.00		0.00			
E 35	WAVY	08/12/12	08/12/12	Olympic Daytime WKND Olympic Daytime WKND	CM	Olympic Daytime V-----S	:30	3	\$1,600.00	P1	0.00	NM	3	\$4,800.00
2012 SUMMER OLYMPICS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S				3	\$1,600.00		0.00			
E 36	WAVY	08/12/12	08/12/12	Olympic Prime Olympic Prime	CM	Olympic Prime -----S	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
2012 OLYMPICS CLOSING CEREMONIES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S				1	\$5,000.00		0.00			
E 37	WAVY	08/14/12	08/14/12	LN M-F M-F News 10 @11	CM	11p-1130p -T-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
WAVY NEWS10-11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$1,800.00		0.00			
E 38	WAVY	08/17/12	08/17/12	LN M-F M-F News 10 @11	CM	11p-1130p ----F--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
WAVY NEWS10-11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	----F--				1	\$1,800.00		0.00			
E 39	WAVY	08/13/12	08/13/12		CM	1134p-1237a M-----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00

